

RELATIONSHIP DISCOVERY ENGINE

Abstract of the Disclosure

[0319] A system, method, and computer program product discover relationships among items and recommend items based on the discovered relationships. The recommendations provided by the present invention are based on
5 user profiles that take into account actual preferences of users, without requiring users to complete questionnaires. An improved binomial log likelihood ratio analysis technique is applied, to reduce adverse effects of overstatement of coincidence and predominance of best sellers. The invention may be used, for exam-
10 ple, to generate track lists for a personalized radio station.